

Rep Order# 9816642 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 574359

Printed: 09/12/2012 8:24 AM  
Last Received: 09/11/2012 5:16 PM  
Showing Buylines: All Rep Revised Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD-4  
Estimate# 912918  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/912918  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV LN10

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*10	TH	8A-9A	GOOD DAY UTAH	:30	\$375.00	09/13-09/13	1	1	1	\$375.00	
	Rating: 3.0											
	Sales Remark: V9 1X 9/12 N/A. PLS MV TO 9/13											
	X											
	V9 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 1 / \$375.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00  
Sales Totals: 15 / \$8,900.00  
Station Totals: 15 / \$8,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,500	CABL 0%	KDLU 0%	KJZZ 0%	KSL 20%	KSTU 20%
		KTVX 17%	KUCW 0%	KUTV 43%	UNKB 0%	UNKN 0%

Books null  
Demos RA35+

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Salesperson ( ) DANDRISCOLL  
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Salesperson FAX# 917-206-9589

1 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
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Salesperson FAX# 917-206-9589

## REMARKS:

REV LN 15

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 4.2	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
	V5 Comment Changed, Rate Changed											
	*2	TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/13-09/13	1	1	1	\$250.00	
	Rating: 1.6 V5 Comment Changed, Rate Changed											
Rating: 1.6	*3	F	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/14-09/14	1	1	1	\$250.00	
	Rating: 1.6 V5 Comment Changed, Rate Changed											
	*4	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
	Rating: 1.6 V5 Comment Changed, Rate Changed											
Rating: 1.6	*5	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/18-09/18	1	1	1	\$250.00	
	Rating: 1.6 V5 Comment Changed, Rate Changed											
	*6	SA	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/15-09/15	1	1	1	\$325.00	
	Rating: 3.2 V5 Comment Changed, Rate Changed											

Rep Order# 9816642 Ver# 7 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:38 PM  
Last Received: 09/11/2012 4:32 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 912918

Buyer Patricia Dome

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

\*7 TH 7A-8A GOOD DAY UTAH :30 \$375.00 09/13-09/13 1 1 1 \$375.00  
Rating: 3.0  
V5 Comment Changed, Rate Changed

\*8 M 7A-8A GOOD DAY UTAH :30 \$375.00 09/17-09/17 1 1 1 \$375.00  
Rating: 3.0  
V5 Comment Changed, Rate Changed

\*9 TU 7A-8A GOOD DAY UTAH :30 \$375.00 09/18-09/18 1 1 1 \$375.00  
Rating: 3.0  
V5 More than 2 codes changed

\*10 W 8A-9A GOOD DAY UTAH :30 \$375.00 09/12-09/12 1 1 1 \$375.00  
Rating: 3.0  
V5 Comment Changed, Rate Changed

\*11 F 8A-9A GOOD DAY UTAH :30 \$375.00 09/14-09/14 1 1 1 \$375.00  
Rating: 3.0  
V5 Comment Changed, Rate Changed

\*12 TU 8A-9A GOOD DAY UTAH :30 \$375.00 09/18-09/18 1 1 1 \$375.00  
Rating: 3.0  
V5 Comment Changed, Rate Changed

\*13 SA 630P-7P SEINFELD :30 \$400.00 09/15-09/15 0 0 0 \$0.00  
Rating: 3.5  
V5 Comment Changed, Spots/week Changed

\*15 SU 2P-230P NFL POST GAME 2 :30 \$1,800.00 09/16-09/16 1 1 1 \$1,800.00  
Rating: 6.0

Sales Remark: V7 REV  
X  
V5 Comment Changed, Rate Changed  
V7 Time Changed, Comment Changed

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Sales Office ( ) WASHINGTON  
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Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	TH-F	5P-6P	NEWS	:30	\$400.00	09/13-09/14	1	1	1	\$400.00	
	V5 Added											

---REPORT TOTALS---

Report Totals: 14 / \$6,100.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00

Sales Totals: 15 / \$8,900.00

Station Totals: 15 / \$8,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500

CABL 0%  
KTVX 17%

KDLU 0%  
KUCW 0%

KJZZ 0%  
KUTV 43%

KSL 20%  
UNKB 0%

KSTU 20%  
UNKN 0%

Books null  
Demos RA35+



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 574359 /		<u>Alt Order #</u> 9816642
<u>Product</u> LOVE FOR UT-CD-4		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u> 912918
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 09/11/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 52.30
<u>IDB#</u> 1046	<u>Advertiser Code</u> LOVE	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/12/12	09/16/12	Su 7a-9a	7a-9a		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$325.00	4.20			
N 2	13	09/12/12	09/16/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$250.00	1.60			
N 3	13	09/12/12	09/16/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$250.00	1.60			
N 4	13	09/17/12	09/18/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$250.00	1.60			
N 5	13	09/17/12	09/18/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$250.00	1.60			
N 6	13	09/12/12	09/16/12	Sa 7a-9a	7a-9a		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$325.00	3.20			
N 7	13	09/12/12	09/16/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$375.00	3.00			
N 8	13	09/17/12	09/18/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$375.00	3.00			
N 9	13	09/17/12	09/18/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$375.00	3.00			
N 10	13	09/12/12	09/16/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$375.00	3.00			
N 11	13	09/12/12	09/16/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$375.00	3.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

<u>Contract / Revision</u> 574359 /		<u>Alt Order #</u> 9816642
<u>Contract Dates</u> 09/12/12 - 09/18/12	<u>Product</u> LOVE FOR UT-CD-4	<u>Estimate #</u> 912918
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 09/11/12 / 09/12/12

											Totals		
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	13	09/17/12	09/18/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$375.00	3.00			
N 13	13	09/12/12	09/16/12	FOX X Factor Wednesday	7-9p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$2,800.00	11.00			
N 14	13	09/12/12	09/16/12	FOX NFL OT	FOX NFL OT		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,800.00	6.00			
N 15	13	09/12/12	09/16/12	M-F 5p-6p	5p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$400.00	3.50			
Totals										52.30		15	\$8,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/18/12	15	\$8,900.00	\$7,565.00
<b>Totals</b>	15	\$8,900.00	\$7,565.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
Rating: 4.2												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*2	TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/13-09/13	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*3	F	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/14-09/14	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*4	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*5	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/18-09/18	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												



Rep Order# 9816642 Ver# 5 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:24 PM  
Last Received: 09/11/2012 3:58 PM  
Showing Buylines: All Lines

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Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 912918

Buyer Patricia Dome

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

*6		SA	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/15-09/15	1	1	1	\$325.00	
Rating: 3.2												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

*7		TH	7A-8A	GOOD DAY UTAH	:30	\$375.00	09/13-09/13	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

*8		M	7A-8A	GOOD DAY UTAH	:30	\$375.00	09/17-09/17	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

*9		TU	7A-8A	GOOD DAY UTAH	:30	\$375.00	09/18-09/18	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 More than 2 codes changed												

*10		W	8A-9A	GOOD DAY UTAH	:30	\$375.00	09/12-09/12	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

*11		F	8A-9A	GOOD DAY UTAH	:30	\$375.00	09/14-09/14	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

*12		TU	8A-9A	GOOD DAY UTAH	:30	\$375.00	09/18-09/18	1	1	1	\$375.00	
Rating: 3.0												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

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Estimate# 912918

Buyer Patricia Dome

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT In Day Time Program

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

\*13 SA 630P-7P SEINFELD

:30

\$400.00

09/15-09/15

0

0

0

\$0.00

Rating: 3.5

Sales Remark: V5 NA- MG 5-6P @ \$400

V5 Comment Changed, Spots/week Changed

\*14 W 7P-830P X FACTOR

:30

\$2,800.00

09/12-09/12

1

1

1

\$2,800.00

Rating: 11.0

2-2-30Y

\*15 SU 530P-6P NFL POST GAME 2

:30

\$1,800.00

09/16-09/16

1

1

1

\$1,800.00

Rating: 6.0

Sales Remark: V5 REV

V5 Comment Changed, Rate Changed

\*16 TH-F 5P-6P NEWS

:30

\$400.00

09/13-09/14

1

1

1

\$400.00

Sales Remark: V5 MG FOR 9/15 SA/630-7P@ \$400

V5 Added

---REPORT TOTALS---

Report Totals: 15 / \$8,900.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00

Sales Totals: 15 / \$8,900.00

Station Totals: 15 / \$8,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500

CABL 0% KTVX 17%

KDLU 0% KUCW 0%

KJZZ 0% KUTV 43%

KSL 20% UNKB 0%

KSTU 20% UNKN 0%

Books null  
Demos RA35+

Rep Order# 9816642 Ver# 5 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:24 PM  
Last Received: 09/11/2012 3:58 PM  
Showing Buylines: All Lines

4 of 4

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD-4  
Estimate# 912918  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/912918  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589